

# *Marketing and Education*

*Judy Wilkenfeld, JD*

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Source: <https://www.industrydocuments.ucsf.edu/docs/njgk0001>

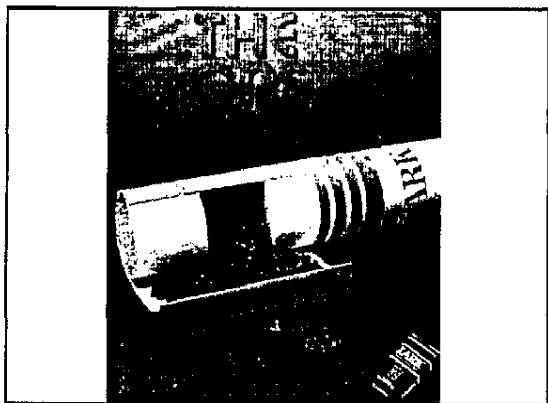
**JUDY WILKENFELD, J.D.**  
**CAMPAIGN FOR TOBACCO FREE KIDS**  
**Communicating Cigarette Safety:**  
*Is The Current Discussion Dangerous?*

**Philip Morris U.S.A. Health Issues for Smokers**

**Cigarette Smoking and Disease in Smokers:** We agree with the overwhelming medical and scientific consensus that cigarette smoking causes lung cancer, heart disease, emphysema and other serious diseases in smokers. Smokers are far more likely to develop serious diseases, like lung cancer, than non-smokers. There is no "safe" cigarette. These are and have been the messages of public health authorities worldwide. Smokers and potential smokers should rely on these messages in making all smoking-related decisions.

[www.philipmorrisusa.com](http://www.philipmorrisusa.com)





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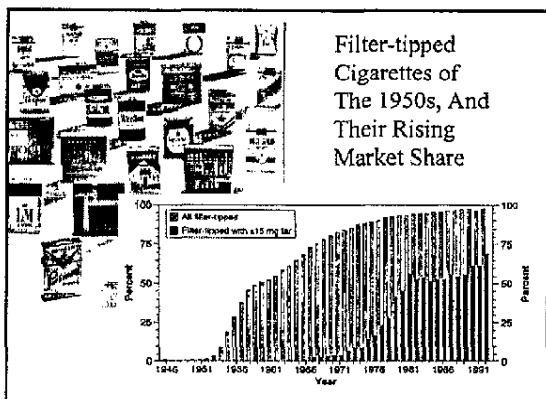
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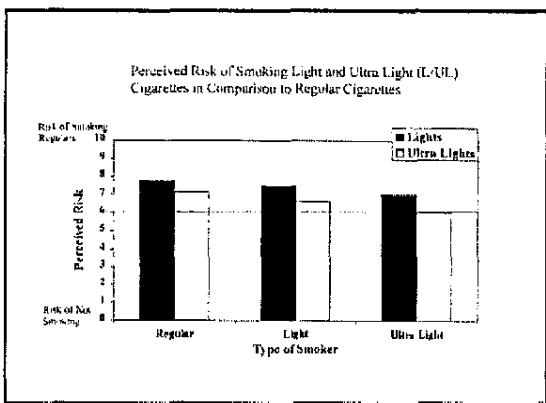
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### Early Method for Measuring Tobacco Tar





## Compensation

- Smoke more cigarettes
- Inhale more deeply
- Hold smoke in lungs longer
- Block air holes on filter with fingers



"The weight of the evidence indicates that lower-tar and nicotine yield cigarettes have not reduced the risk of disease ..."

Institute of Medicine study, 2000

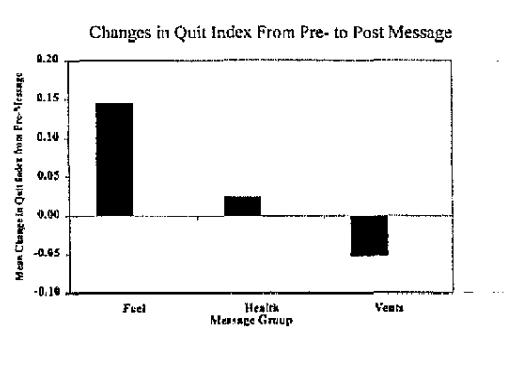
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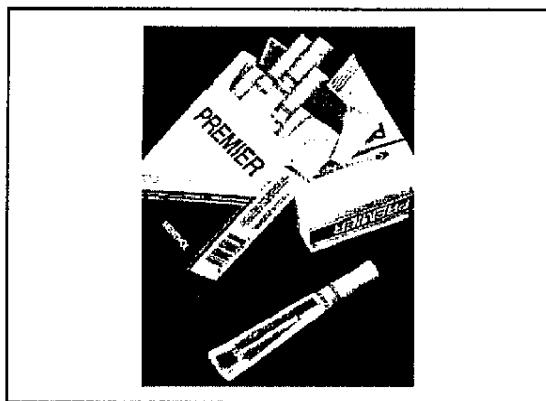
"Recent quitters tended to come from relatively high tar categories" ... a finding that is "consistent with evidence suggesting that switching to the lowest tar cigarettes was a substitute for, rather than a stepping stone to, quitting."

Expert Committee on Smoking and Smoking Control, National Cancer Institute 1994

### Quitting Messages

- Health Message describing medical studies that show smoking is dangerous to health.
- Vents message describes how light cigarettes use vent holes to reduce toxins in the test machines, but are designed so smokers cover the holes during normal use.
- Feel Message acknowledges that lights seem smoother on throat and easier on chest, medical research shows they are just as deadly.





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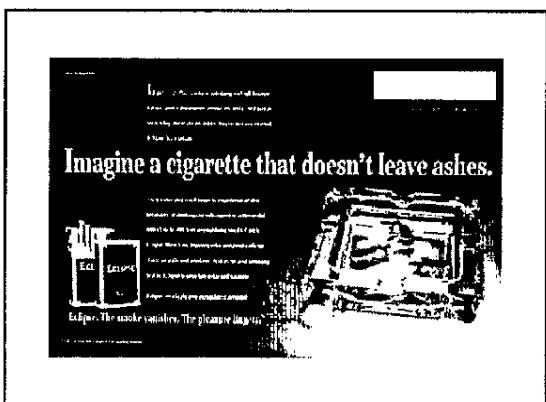
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### **New High-Tech Cigarettes**

- Vector Tobacco's low PAH cigarette.
- Accord, an electronic-smoking device by Philip Morris

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### **New High-Tech Cigarettes**

- Vector Tobacco's low PAH cigarette.
- Accord, an electronic-smoking device by Philip Morris
- SCOR, a less-toxic tobacco-burning cigarette by Philip Morris
- Advance, a reduced nitrosamine cigarette by Brown & Williamson

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### Halo Effect

- An unqualified health claim made for one particular aspect of a product, "would cast a halo over the entire product and lead a substantial number of consumers to assume that the product does not present any health risk."

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### Scientific Certainty

- "What types of disclosures would best communicate to consumers limitations in the scope of scientific support for health claims ... "

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### **Research Questions**

- Learn From the Past

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- Smoking Risk Communication

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- Measures of Actual Risk Reduction

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- Government Endorsement